

BIROn - Birkbeck Institutional Research Online

Havemann, Leo What is Web 2.0 ... (and why should we care?). In: Libraries 2.0? Web 2.0, Social Media, Learning: The 3rd Annual Bloomsbury Libraries and eLearning Conference 2011, 29 Jul 2011, London, UK. (Unpublished)

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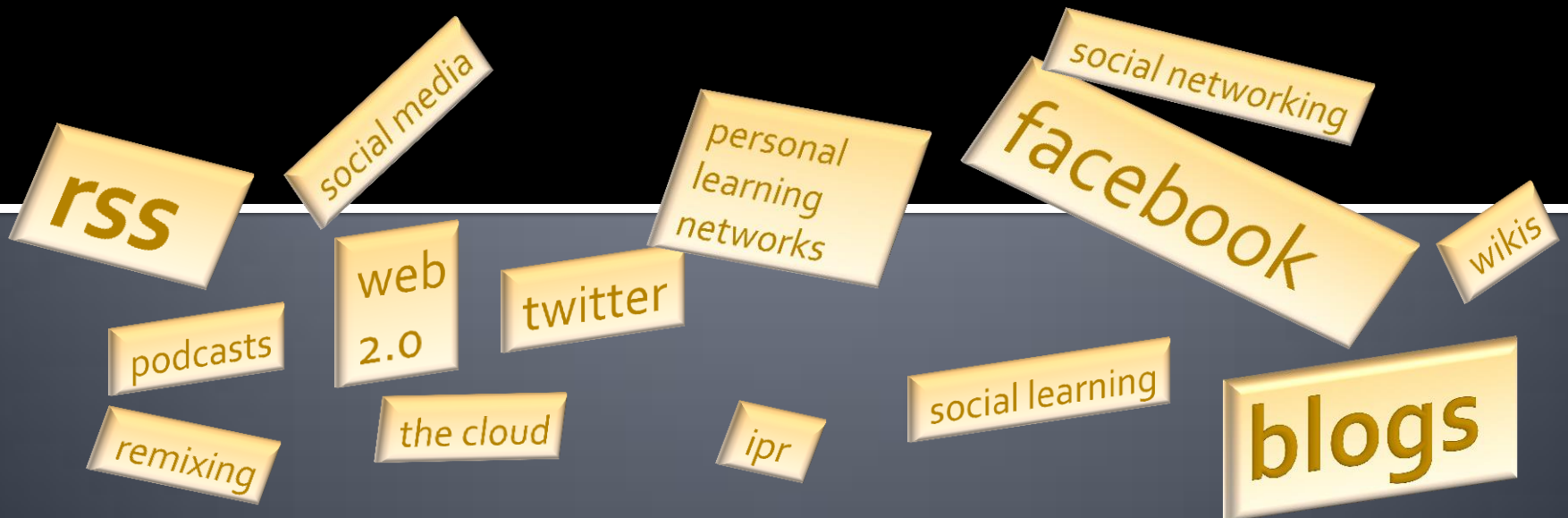
or alternatively

Libraries 2.0?

Web 2.0, Social Media, Learning

The 3rd Annual **Bloomsbury Libraries and eLearning** Conference 2011

#blelib11



Libraries 2.0: Agenda

13.30 Tea

14.00 Welcome and Introductions (Leo Havemann)

14.05 What is web2.0 (Leo Havemann)

14.30 Case study 1: IOE (Gwyneth Price)

14.50 Case study 2: Birkbeck (Sue Godsell)

15.10 Case study 3: LSHTM (Chris Manning)

15.30 Break

15.45 Web 2.0, Social Media and Marketing (Frank Steiner, ULCC)

16.05 Getting the most out of RSS (Mira Vogel, Goldsmiths)

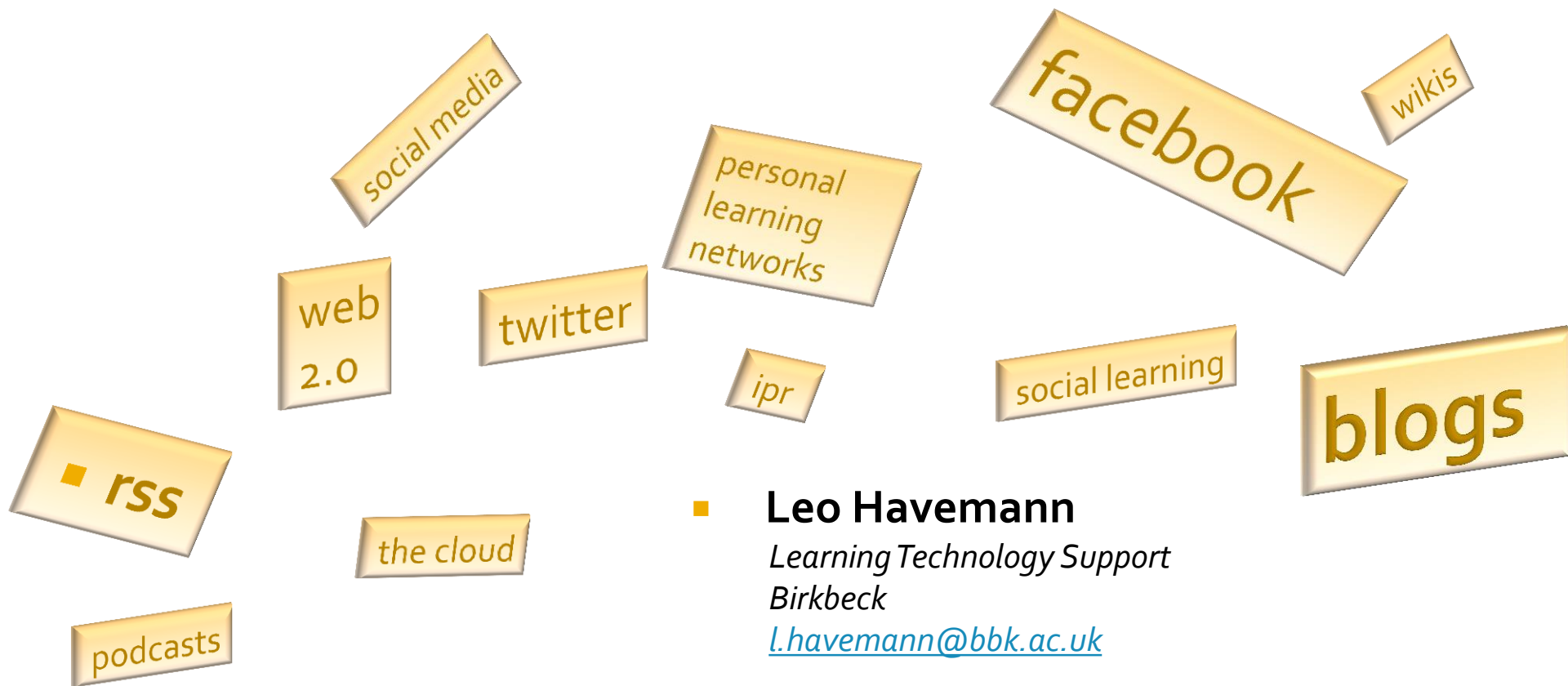
16.25 Managing staff development activity around web2.0 and Social Media (Jane Secker, LSE)

16.45 Discussion

17.00 Close and pub

What is Web 2.0 ...

- (And why should we care?)



- **Leo Havemann**
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Easy as 1,2,3?

Broadly speaking...

- Web 1 – the static web
 - Web 2 – the read-write web
 - Web 3 – the semantic web
-
- Undeniably Web 1 was more of a '**one-way** conversation' – only those with the resources & skills could publish – web pages tended to be static

Web 2

- The concept of Web 2 at its heart is the idea of **user generated content** – that is, on the new web it's much easier for (non-technical, ordinary) people to put their own content up on the web

Web 3 – really?

- Regarding Web 3 see:
http://en.wikipedia.org/wiki/Semantic_Web
- - a quick quote:
 - 'Web 3.0 will ... center its efforts towards more graphically capable environments, "non-browser applications and non-computer based devices...geographic or location-based information retrieval" and even more applicable use and growth of Artificial Intelligence.^[9] ... Web 3.0 is where "the computer is generating new information", rather than humans.^[10]
- (but I'm not going to discuss this! Back to Web 2)

Web 2.0 continued

- Any early example of a web 2 phenomenon gaining widespread public awareness is probably the **blog** and [since the mid 90s](#) there has been an explosion of the number and variety of blogs out there on the web.
- Also sites such as Amazon became more interactive...

Customer Reviews



Most Helpful Customer Reviews

29 of 30 people found the following review helpful:

★★★★☆ **Very practical in its application to teaching and learning**, 26 Nov 2001

Web 2.0 continued

- The **wiki** has also become an incredibly popular form with one wiki in particular, **Wikipedia**, having become one of the world's most used web resources



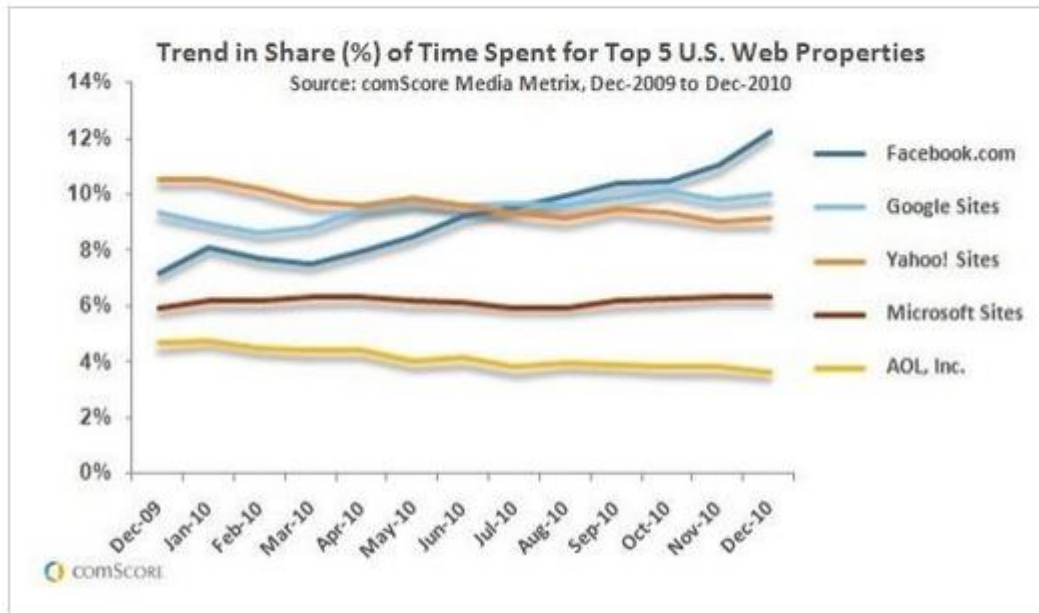
- NB This is quite a good entry: http://en.wikipedia.org/wiki/Web_2.0 (and see http://en.wikipedia.org/wiki/Library_2.0)

And now...the Social Web

- Alongside Web 2 technology has come the rise of Social Networking, with the convergence of these strands often referred to as 'Social Media'
- **Social networks** include: [Facebook](#), [LinkedIn](#), [Twitter](#) (sort of)
- Web 2 apps that include **social elements** include: [Delicious](#), [flickr](#), [YouTube](#), Spotify

The rise (and rise) of Facebook

Facebook sucks (only?) 12 percent of your Internet time



- “Nearly one of every 8 minutes online was spent on Facebook, by U.S. Internet users last year”

- Source:
http://technolog.msnbc.msn.com/_news/2011/02/08/6011831-facebook-sucks-only-12-percent-of-your-internet-time

The rise (and rise) of Facebook

- More than **30bn pieces of content** shared each month
- Facebook officially hit the half-billion member mark in 2010 and there are now over **640m** users; 250m every 24 hours
- Users accessing the site through **mobile** devices now top 200m - an enormous 200% increase in the last year.
- More info: <http://econsultancy.com/uk/blog/7334-social-media-statistics-one-year-later>

More info

- **Social Media Revolution** video:

http://www.youtube.com/watch?v=IFZoz5Fm-Ng&feature=youtube_gdata_player

- **Breaking web 2 / social media news:**

mashable.com, readwriteweb.com

- My bookmarks:

- <http://www.delicious.com/leohavemann/web2.0>

- <http://www.delicious.com/leohavemann/socialmedia>

Framing a question

- Prevalence of web 2 is important but not the whole story – what is its impact or contribution in an HE context?
- Specifically:
 - “What is Web 2.0 and why should university students and staff be using it?”
 - Which maybe implies a sub-question, “*can’t they ‘do elearning’ within the institutional VLE?*”

What about the Institutional VLE

- Solid, dependable, reliable?
- **Useful** - if not essential?
- But admittedly, 'institutional'.
- And has been pronounced 'Dead'.

Welcome to the BLE (Blackboard) Birkbeck's Virtual Learning Environment



* BLE Help

* I've logged in! Now what?

Check out our [getting started](#) page or these [BLE FAQs](#).

Also see the 'Support' tab above - if your browser **cancels navigation**, [right-click here and open it in a new window](#) > [More info regarding 'navigation cancelled' error message](#)

* What are 'unavailable' modules?

* [Give your opinion about your student experience at Birkbeck.](#)



- ...What is the alternative?

The brave new world of the PLE

- The 'Personal(ised) Learning Environment'
- “PLEs are the spaces in which people **interact, communicate** and whose result is learning and development of **collective know-how**” --
<http://isitjustme.de/2010/07/a-definition-of-the-ple-open-workshop-at-the-ple-conference/>
- Instead of (or including) a VLE, students would **select a set of tools** they find most useful/appropriate (see also PLN, as in [PLN Yourself](#))

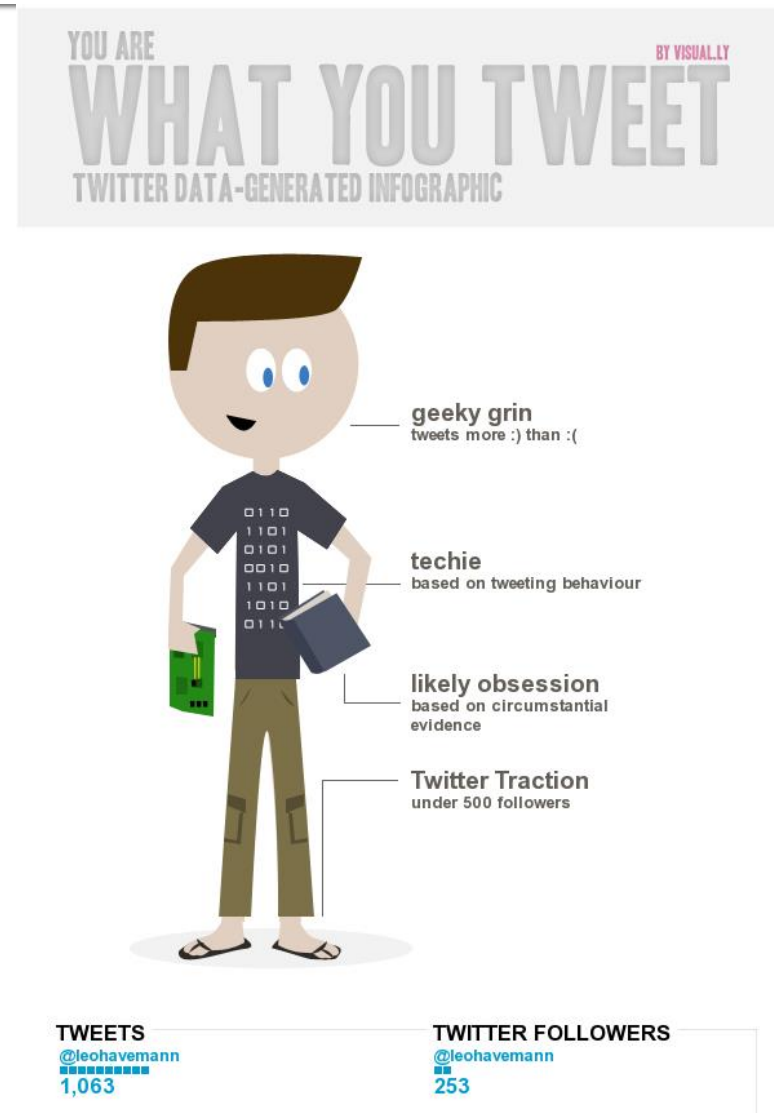
A personal web for learning

- Nancy Rubin talks about the 'personal web' as
 - "...a collection of technologies that are used to **configure and manage** the ways in which one views and uses the Internet"
 - "... it is easy to create a customized, personal web-based environment — a personal web — that explicitly **supports one's social, professional, learning, and other activities**" -

http://www.slideshare.net/rubin2606/personal-learning-environments-creating-usercentric-learning-spaces?from=ss_embed

What would it look like?

- Maybe something like this...
- My bookmarks, <http://www.delicious.com/leohavemann/> which I also tweet via <http://twitter.com/leohavemann>, also my blog, <http://ble-learning.blogspot.com/>
 - Not to mention Facebook, Google +, Ning networks, discussion boards, mailing lists, RSS feeds, VLE spaces
 - (but hang on ... I am a learning technologist, not a student)



Some demythification needed

- Tendency toward polarised and oversimplified arguments e.g.
 - We should go where the students are - all courses should be taught on Facebook now
 - They are all digital natives and know these technologies better than we do, therefore
 - A) we can ditch VLEs, go ahead and use them, great!
 - B) actually we don't need to bother, they know it all already

'Digital Natives'?

- 'an Australian study by Kennedy et al (2007) found that students "were nowhere near as frequent users of new technologies as some commentators have been suggesting". They point out that "established applications such as **searching for information on the web, email, mobile telephony and SMS messaging**" were used very frequently while "**newer technologies**, such as blogs, wikis, and social bookmarking tools that allow students to share, collaborate, produce and publish material online are **used by a relatively small proportion** of students".'

- Margaryan and Littlejohn (2008), [Are digital natives a myth or reality?: Students' use of technologies for learning](#).

Facebook is not a PLE

- Students are not all millenials (let alone digital natives) – average age at Birkbeck is mid 30s
- Millenials are not a homogenous group, and show a diversity of technical/information literacies
- While our students might be confident sharing on Facebook or following celebrities on Twitter, they are less likely to know how to go about constructing a personal/social learning network
- Many of our staff are in a similar position.

Where to from here

- Web 2 and Social Media are increasingly seen as key marketing and PR channels – but they are different from print and broadcast media
- They are starting to be taken up as tools for enhancing learning and teaching
- Staff need an awareness and understanding of these tools in order to demonstrate and design effect practice
- Over to you!